ROLE OF THE WIC PROGRAM

With firm commitment to safeguarding and advancing the nutrition status and health of mothers and children and to promoting breastfeeding in the U.S., the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) works within each state to improve healthcare access for low and moderate income women and children with, or at risk of developing, nutrition-related health problems, including obesity and type 2 diabetes. WIC provides nutrition education and healthy foods enabling families to make lifelong healthy eating and lifestyle choices. The foods in the WIC food packages are specifically selected for their nutritional value to supplement the dietary needs of participants to ensure good health, growth and development. See how WIC impacts the people of Arkansas.

Average Arkansas Monthly WIC Participation October 2010 – September 2011 FY 2011 (preliminary)

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Pregnant Women</td>
<td>11,085</td>
</tr>
<tr>
<td>Breastfeeding Women</td>
<td>2,497</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>9,923</td>
</tr>
<tr>
<td>Infants</td>
<td>24,409</td>
</tr>
<tr>
<td>Children</td>
<td>45,547</td>
</tr>
<tr>
<td>Total Participation</td>
<td>93,461</td>
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</tbody>
</table>

Arkansas WIC Food and Services Benefits October 2010 – September 2011 FY 2011 (preliminary)

Table:

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<tbody>
<tr>
<td>Total Food Benefit Value Per Participant (monthly)</td>
<td>$62.58</td>
</tr>
<tr>
<td>Total Food Benefit Spent in State (Food + Rebate)</td>
<td>$72,609,726</td>
</tr>
<tr>
<td>Manufacturer Cost Containment Rebate</td>
<td>($18,798,856)</td>
</tr>
<tr>
<td>Net Federal Food Cost</td>
<td>$53,810,868</td>
</tr>
<tr>
<td>Nutrition Service Benefits</td>
<td>$20,022,575</td>
</tr>
</tbody>
</table>

The WIC Funding for FY 2011 graph illustrates Food Costs and the allocation of Nutrition Services Benefits in Arkansas:

- Food (pre-rebate): 78.38%
- Nutrition Education: 3.91%
- Breastfeeding Promotion: 0.60%
- Other Client Services: 13.50%
- Program Management (Admin): 3.60%
WIC PROMOTES HEALTH AND HEALTHCARE SAVINGS

HEALTHY EATING
WIC provides nutrition education and healthy foods to help families make healthy choices. The WIC food package includes fruits, vegetables, low-fat dairy, and whole grains. The food package helps combat food insecurity, and contributes to healthy diets which aid in reducing obesity and chronic disease.

28% of Arkansas children are food insecure.*

*Food insecurity refers to a lack of access, at times, to enough food or nutritionally adequate food.

WIC helps families combat food insecurity and nutrition-related health problems including obesity and type 2 diabetes.

BREASTFEEDING
Research shows that breastfeeding provides numerous health benefits to both the mother and her baby, helping to reduce healthcare costs. Breastfeeding lowers a child’s risk of obesity, type 2 diabetes, and asthma. WIC is the largest public breastfeeding promotion program in the nation, providing mothers with education and support.

BREASTFEEDING

28% of Arkansas children are food insecure.*

Arkansas is currently in the design and development phase for WIC EBT implementation.

PROGRAM INTEGRITY
Participants and retail vendors will experience easier benefit access and delivery as WIC aims to implement Electronic Benefit Transfer (EBT) nationwide by 2020. EBT helps reduce opportunities for vendor food cost price fraud and abuse.

VOICES OF ARKANSAS WIC PARTICIPANTS
“I really don’t know what we would have done without the help of WIC. You guys were there more ways than one; you took your time and I really felt like I was someone and not just another person that walks into your office (as you can get at other places). I also bring her there for her shots and when it’s time for them, you guys always remind me that they are coming up. I’m no longer there and wanted to tell you that I am pregnant again and I will be breastfeeding this baby also. What a great program you guys offer and what would a lot people do without this program. Once again I want to thank you from the bottom of my heart of the help and support that the WIC program has done for my family.”

—WIC Participant, Arkansas

“I always have had a hard time getting my children on the right foods... With WIC they helped me become a better mom.”

—WIC Participant, Arkansas

“Whenever she was in the WIC program and had concerns about her baby’s weight that she brought her into the clinic to check her weight and ask them about what to feed the child, which her doctor had not helped her with...she wanted to let them know she deeply appreciated it.”

—WIC Staff references an AR Participant

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Arkansas WIC Participant Breastfeeding Rates

<table>
<thead>
<tr>
<th>Year</th>
<th>National</th>
<th>Arkansas</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>42%</td>
<td>34%</td>
</tr>
<tr>
<td>2010</td>
<td>63%</td>
<td>46%</td>
</tr>
</tbody>
</table>

Source: USDA 2010 WIC Participant and Program Characteristics (PC) Report. PC data allows for standardized comparisons to demonstrate overall progress. Some states collect more data than required by the PC Report and may yield different and more current results than shown.